

To ensure that the 85% DTV market clause is met to end analog transmissions, there needs to be a "shot in the arm" to encourage consumers to buy DTV sets. What is that "shot in the arm"? High definition. By mandating broadcasters to upgrade to standard DTV, there is no incentive for the consumer to purchase a new tv set. As it is set now, a standard DTV signal looks just like the analog signal we get now, why would someone go out and spend several hundred dollars for a new tv for that? By mandating HD, the consumer can see what digital is capable of and will be more agreeable to spending the several hundreds of dollars to upgrade thier tv set to watch thier favorite sport, nature show, sitcom in high defintion. Only by making the public interested in what they can get will you get the required 85% clause met. Mandate HDTV and you will get your 85% guaranteed.